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EXECUTIVE MBA (EXMBA)

Term-End Examination

December, 2011

MCT- 055 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any *five* questions. All questions carry equal marks.

1. (a) What is marketing. Explain its process. 10
(b) Giving examples, explain customer needs, wants and demand. 10

2. Discuss the important variables in the company's microenvironment. 20

3. (a) Compare product segmentation with market segmentation. 10
(b) Explain, with examples the process of segmentation. 10

4. What stages do you find in the product adoption process. 20

5. Discuss the steps of Marketing Research Process. 20
6. (a) Draw a Competitor Map of an organization of your choice. 10
(b) Present a framework for analyzing competitors. 10
7. Explain the process of designing an effective marketing communication programme. 20
8. Write short notes on : 10x2=20
(a) Pricing strategy
(b) Product Life Cycle.
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